

Message Text

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TO AMEMBASSY MOSCOW

INFO AMEMBASSY VIENNA

UNCLAS STATE 281795

VIENNA FOR EWTC

E.O. 11652: N/A

TAGS: BEXP, UR, AU

SUBJ: TRADE PROMOTION SCHEDULES FOR FY 1975 AND FY 1976

1. WHILE WE AWARE THAT EMBASSY PROBABLY ALREADY KNOWS COMPLETE TRADE PROMOTION CALENDAR FOR REMAINDER OF FY 1975 AND FY 1976, WE WISH TO PROVIDE POST WITH SINGLE DOCUMENT OUTLINING PLANNED EVENTS AND TO SOLICIT ANY FURTHER COMMENTS ON SCHEDULE OR THEMES BASED ON MOST RECENT INFO AVAILABLE.

2. FOLLOWING IS SCHEDULE OF TRADE PROMOTION AND OTHER CURRENTLY KNOWN EVENTS FOR FY 1975. OTHER EVENTS INVOLVING ECONOMIC/COMMERCIAL SECTION ARE INCLUDED SO THAT THE TOTAL RESOURCES OF THE POST MAY BE TAKEN INTO CONSIDERATION IN SCHEDULING ANY ADDITIONAL TRADE PROMOTION EVENTS.

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DATE EVENT

FEBRUARY 8-14 TECHNICAL SALES SEMINAR: WATER TREATMENT
AND PURIFICATION (FIRM).

FEBRUARY 3-5 MEETING OF SOVIET AND AMERICAN EXPERTS
ON INFORMATION EXCHANGE.

MARCH 18-20 JEEP WITH SEMINAR: OIL AND GASFIELD EQUIPMENT;
7 FIRMS (FIRM).

APRIL 1-10 SOVIET SPECIALIZED EXHIBITION; PUMPS VALVES
AND COMPRESSORS (30-35 FIRMS).

APRIL 7-11 FIFTH SESSION OF U.S.-U.S.S.R. COMMERCIAL
COMMISSION (PROPOSED).

JUNE 24-26 JEEP WITH SEMINAR: PULP AND PAPER MANU-
FACTURING EQUIPMENT (6 FIRMS).

3. DUE TO FACT THAT USG'S NEW FY 1977 BEGINS OCTOBER 1, 1976,
THERE WILL BE TRANSITION PERIOD BETWEEN JULY 1 AND SEPTEMBER
30, 1976. DURING THIS PERIOD THERE WILL BE ONLY ONE EVENT,
AS NOTED.

4. FOLLOWING IS PRELIMINARY SCHEDULE OF TRADE PROMOTION EVENTS
FOR FY 1976:

SEPTEMBER 2-16 SOVIET SPECIALIZED EXHIBITION. INTERORG-
TEKHNIKA-75; BUSINESS EQUIPMENT (40 FIRMS).

OCTOBER TRADE MISSION: MATERIALS HANDLING EQUIPMENT

NOVEMBER JEEP WITH SEMINAR: OIL AND GAS PIPELINE
EQUIPMENT (6 FIRMS).

FEBRUARY JEEP WITH SEMINAR: ELECTRONICS PRODUCTION
AND TEST EQUIPMENT (6 FIRMS).

MARCH TRADE MISSION: SPECIALIZED FOOD PROCESSING
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MAY SOLO EXHIBITION: POLLUTION CONTROL EQUIPMENT
(WITH EPA).

JUNE JEEP WITH SEMINAR. EQUIPMENT FOR MANU-
FACTURING CONSUMER GOODS (6 FIRMS).

SEPTEMBER EXHIBITION: THEME TO BE DETERMINED.

5. WE EXPECT THAT SOME OF ABOVE EVENTS (EXCEPT THOSE ALREADY FIRM) WILL BE SUBJECT TO CHANGE AND SHOULD BE CONSIDERED TENTATIVE, PARTICULARLY THOSE IN FY 1976.

6. AS USCOM AWARE, PRIOR TO MAKING EACH EVENT FIRM BEWT WILL TAKE POLL TO DETERMINE INTEREST OF U.S. INDUSTRY. POST THEN WILL BE ASKED FOR ITS POSITIVE RECOMMENDATION BEFORE EVENT IS SCHEDULED. GENERAL POSITION OF BEWT IS THAT NO USEFUL PURPOSE IS SERVED BY SCHEDULING COMMERCE-INITIATED TRADE PROMOTION EVENTS IN WHICH APPROPRIATE MINISTRIES, STATE COMMITTEES, OR PURCHASING ORGANIZATIONS ARE NOT INTERESTED. IT IS, THEREFORE, OF GREATEST IMPORTANCE THAT POST ASCERTAIN SPECIFICALLY WHETHER OR NOT SUCH INTEREST EXISTS AND WHETHER THE EVENT WOULD BE SANCTIONED, ENDORSED, OR SPONSORED BY APPROPRIATE LOCAL ORGANIZATIONS. POST RESPONSE SHOULD GIVE NAMES AND POSITIONS OF OFFICIALS CONTACTED AND ANY VIEWS ABOUT VIABILITY OF THEME, TIMING, TYPE OF EVENT, SUGGESTED U.S. PARTICIPANTS, ETC. BEWT APPRECIATES INFO OF THIS TYPE WHICH IT HAS ALREADY RECEIVED FROM USCOM FOR FY 1975 EVENTS AND FOR INTERORGTEKHNIKA-75.

7. WE CAN DISCUSS TRADE PROMOTION CALENDAR FURTHER DURING COMMERCIAL OFFICERS' CONFERENCE IN LATE FEBRUARY AND AT THE TIME OF APRIL MEETING OF JOINT COMMERCIAL COMMISSION IN ORDER TO OBTAIN VIEWS AND POSSIBLE AGREEMENT ON EACH EVENT FROM SOVIETS.

8. POST REQUESTED TO ADVISE OF ANY ADDITIONAL EVENTS OR NEGOTIATIONS WHICH IT ANTICIPATES WILL INVOLVE ITS RESOURCES SO THAT WE WILL HAVE CURRENT AND COMPREHENSIVE SCHEDULE FOR PLANNING PURPOSES. ANY FURTHER COMMENTS ON THIS SCHEDULE OR STATED THEMES WOULD BE APPRECIATED. KISSINGER

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